

WHAT IS CLAIMED IS:

1. A disposable article selected from baby diapers, pull-on diapers, pants or adult incontinence diapers comprising a liquid pervious topsheet, a liquid impervious backsheet and an absorbent core positioned between said topsheet and said backsheet, wherein said backsheet comprises at least one polymeric film and at least one nonwoven web, said polymeric film and said nonwoven web each have two major surfaces and said polymeric film and said nonwoven web both comprise a polymeric material, at least one of said polymeric materials of said film or of said nonwoven web is colored by pigments comprised within said polymeric material and wherein at least one of said polymeric film or said nonwoven web has visually discernible ornamental designs, said designs being provided by printing a pigmented ink onto at least one of said major surfaces of at least one of said polymeric film or said nonwoven web and said polymeric film being joined in an overlaying region across at least part of one of its major surfaces to at least part of an adjacent major surface of said nonwoven web to form said backsheet and wherein said backsheet in said overlaying region has a L Hunter value on the Hunter scale for darkness/lightness-appearance from about 10 to about 75, an "a" value for red/green-appearance from about -50.0 to about +50.0 and an "b" value for yellow/blue-appearance from about -50.0 to about +50.0 in the areas outside the printed ornamental designs.
2. The disposable article according to claim 1, wherein said backsheet in said overlaying region has an opacity from about 55% to about 100% in the areas outside the printed ornamental designs.
3. The disposable article according to claim 1, wherein one of said two major surfaces of said polymeric film and said nonwoven web is a garment facing surface and said discernible ornamental designs are provided by printing on at least one of said garment facing surfaces of said polymeric film or said nonwoven web.
4. The disposable article according to claim 1, wherein said backsheet comprises a garment facing layer and a body facing layer and said nonwoven web is comprised by said garment facing layer and said polymeric film is comprised by said body facing layer.
5. The disposable article according to claim 1, wherein said ornamental designs comprise not more than about 50% of at least one of the two major surfaces of said backsheet.

6. The disposable article according to claim 1, wherein more than about 60 % of said ornamental designs coincide with the area covered by said absorbent core.
7. The disposable article according to claim 1, wherein said disposable article comprises a rear waist edge and said absorbent core comprises a rear core end edge and wherein the distance between said rear end edge and said rear core end edge comprises at least about 40 mm.
8. The disposable article according to claim 1, wherein said printing is applied such, that the effect of an additional color is created by covering at least a first area of at least one of said major surfaces of at least one of said polymeric film or said nonwoven web with opaque ink in a halftoning process while covering at least a second area completely with the same ink.
9. The disposable article according to claim 1, wherein said printing is applied such, that the effect of an additional color is created by covering at least a first area of at least one of said major surfaces of at least one of said polymeric film or said nonwoven web with a relatively thin layer of a transparent ink while applying a relatively thick layer of the same ink in at least a second area.